

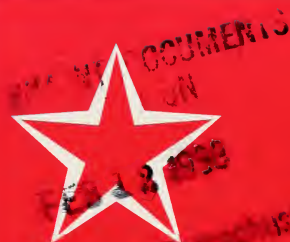
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DIRECTORY OF LATINO CANDIDATES

in **Massachusetts**
1968-1994

Produced October 1995 by the *Center for Women in Politics and Public Policy*, at the John W. McCormack Institute of Public Affairs, University of Massachusetts Boston under a grant from the Inter-University Program for Latino Research. Funds for printing this directory were generously provided by the Mauricio Gastón Institute for Latino Community Development and Public Policy. Second printing, June 1996.

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Preface to Second Printing

When the *Directory of Latino Candidates in Massachusetts, 1968-1994* was printed in October, 1995, it represented the first effort to compile a comprehensive listing of all Latino candidates who have run for office in the state. We are pleased that publication of the *Directory*, and its companion piece, *Speaking from Experience: A Handbook of Successful Strategies by and for Latino Candidates in Massachusetts*, has been met with such enthusiasm as to require a second printing within six months.

In our continuing effort to document accurately the history of Latino politics in Massachusetts, we have succeeded in identifying several more candidates we missed in our earlier effort. This second printing gives us the opportunity to include candidates who escaped our attention in 1995; we have appended their names in the Addendum which appears on page 24. The second printing also allows us to correct any errors we inadvertently made during the first printing and to update the statistics presented in this volume. While this second printing is not a new edition and does not include the campaigns of 1995 and 1996, it does provide the most complete and accurate information available for the 1968-1994 years.

Carol Hardy-Fanta, Ph.D.
June 1996





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Acknowledgments

This *Directory of Latino Candidates in Massachusetts: 1968-1994* was made possible by a grant from the Inter-University Program for Latino Research, a national consortium of Latino research and community development centers around the country. The project was sponsored by the Center for Women in Politics and Public Policy, at the John W. McCormack Institute of Public Affairs, University of Massachusetts Boston. Additional funds for the layout and printing of the Directory were provided by the Mauricio Gastón Institute for Latino Community Development and Public Policy at the University of Massachusetts Boston.

Special thanks go to Elizabeth Sherman, Director of the Center for Women in Politics and Public Policy for her enthusiasm for and support of the project in all its phases and to Edwin Meléndez, Director of the Mauricio Gastón Institute for Latino Community Development and Public Policy for his encouragement. A special thanks as well to María Quiñones whose efforts, perseverance, and expertise contributed so greatly to our success in locating, contacting, and engaging many of those candidates included in this Directory and to Linda Murray for her expertise in the design of this Directory. Finally, without the generous contribution of time on the part of the candidates listed here, the project and this Directory would not have been complete. For your time and cooperation we thank you.

Throughout our effort in developing this Directory, we strove to be as accurate as possible, seeking confirmation of the information included here from various sources. Despite this, errors and/or omissions inevitably occur and we extend our apologies in such cases.



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Introduction

This *Directory of Latino Candidates in Massachusetts* is the first-of-its-kind document to identify and recognize the Latina women and Latino men who have run for elected office in the state of Massachusetts during the past three decades. The Directory was compiled as part of a study of Latino electoral campaigns in Massachusetts under the auspices of the Center for Women in Politics and Public Policy at the University of Massachusetts Boston.

The Directory serves to:

- Identify all the Latinos who have run for elected office in this state. We identified 58 such individuals, 41 of whom agreed to be included in this directory.
- Publicly recognize the Puerto Rican, Dominican, Cuban, Mexican and Central and South American women and men who have had the courage and dedication to run for office — often against great odds.
- Provide a networking resource — and an inspiration — for prospective Latino candidates.

The *Directory of Latino Candidates in Massachusetts* is conveniently organized with:

- An index of candidates in alphabetical order
- Details on offices the candidate ran for; his or her ethnic background, party affiliation, and current title/occupation; and his or her preferred mailing address and phone number.
- A list of candidates by gender
- A list of candidates by city
- A list of candidates by office
- A table of candidates who have been elected to office in Massachusetts

Gender and Latino Electoral Campaigns

The *Directory of Latino Candidates in Massachusetts* was compiled from a larger study on the impact of gender on Latino electoral campaigns in Massachusetts. The study was funded by a grant from the Inter-University Program for Latino Research, a national consortium of university research centers. A complete report of the study is available from the Center for Women in Politics and Public Policy at the John W. McCormack Institute of Public Affairs, University of Massachusetts Boston.

Highlights of the study include the following facts¹:

- 58 Latinos have run for elected office in Massachusetts between 1968 and 1994.
- 17 (29% of all Latino candidates) have been Latina women.
- 14 Latinos have been elected to office; of these, 8 (57%) have been Latina women.
- When Latina women run — they win. Of the women who ran for office, 47% were elected; 15% of the men who ran were elected.
- Over half (56%) of the Latinos in Massachusetts to run for state level office or higher since 1970 have been Latina women.
- Latina women have won 87% of their campaigns for School Committee. Men have won 13%.
- Data also suggest that Latina women play a substantial role as campaign managers and workers for both male and female candidates.²



Directory of Candidates

☆ *In office as of October, 1995*

Manuel N. Alcantara

City Council Lynn 1989

City Council Lynn 1991

31 Clarendon Avenue, Lynn, MA 01902

(617) 581-7978

Title/Occupation: Environmental Engineer

Background: Dominican

Party: Democrat

Edgar Alejandro

City Council Springfield 1991

184 Mill Street, Springfield, MA 01102

(413) 737-2691

Title/Occupation: Vice President, Planning and Allocations
Community United Way

Background: Puerto Rican

Party: Independent

Felix D. Arroyo

School Committee Boston 1981

School Committee Boston 1983

Emmanuel College

400 The Fenway, Boston, MA 02115

(617) 735-9724

Title/Occupation: Senior Development & Admissions Officer,
Emmanuel College
Chair, Boston School Comm. (appointed)

Background: Puerto Rican

Party: Democrat



Roy Alex Avellaneda

City Council Chelsea 1994

337 Broadway, Chelsea, MA 02150

(617) 889-3554

Title/Occupation: Executive Director, Chelsea Chamber of Commerce

Background: Argentina

Party: Democrat

Carolyn P. Boumila-Vega

Alderman Chelsea 1993

155 Central Avenue, #1, Chelsea, MA 02150

(617) 887-1747

Title/Occupation: Social Worker

Background: Puerto Rican

Party: Democrat

Nanette Cabral

City Council Chelsea 1994

376 Ocean Avenue, Apt. 1401, Revere, MA 02151

(617) 289-6007

Title/Occupation: Sergeant, Suffolk County Sheriff's Department

Background: Puerto Rican

Party: Republican

☆ **Ralph Carrero**

School Committee Lawrence 1991 **ELECTED**

40 Dartmouth Street, Lawrence, MA 01842

(508) 687-9868

Title/Occupation: School Committee Member

Background: Dominican

Party: Democrat

Doris Pacheco-Cruz

School Committee Amherst 1988 **ELECTED**

School Committee Amherst 1991 **ELECTED**

Selectboard Amherst 1993

36 Western Lane, Amherst, MA 01002

(413) 253-0566

Title/Occupation: Assistant Regional Administrator, MSPCC

Background: Puerto Rican

Party: Democrat

Marcos A. Devers

City Council Lawrence 1991

City Council Lawrence 1993

101 Osgood Street, Lawrence, MA 01843

(508) 685-5691

Title/Occupation: Civil Engineer

Background: Dominican

Party: Democrat

L. Edgar de Paz

School Committee Springfield 1991

P.O. Box 70073, Springfield, MA 01107

(413) 781-3681

Title/Occupation: Substance Abuse Counselor

Background: Guatemalan

Party: Democrat

Roberto García

School Committee Cambridge 1973

399 Brewster Street, Bridgeport, CT 06605

(203) 335-4904

Title/Occupation: Manager of Human Services

Background: Puerto Rican

Party: Democrat

Sara Olivia García

School Committee Cambridge 1985 **ELECTED**

P.O. Box 5814, Santa Fe, NM 87505
(505) 466-0830

Title/Occupation: Educator-Trainer

Background: Mexican

Party: Democrat

Dorca I. Gómez

State Representative Springfield 1992

80 Brightwood Ave., Springfield, MA 01107
(413) 739-2239

Title/Occupation: Commissioner,
Massachusetts Commission Against Discrimination

Background: Puerto Rican

Party: Republican

Juan A. Gómez

School Committee Worcester 1989

City Council Worcester 1993

25 Frueled Street, Worcester, MA 01603
(508) 755-3782

Title/Occupation: Area Director, New England Farm Worker's Council

Background: Puerto Rican

Party: Republican

Jesse Guevara

School Committee Chelsea 1994

P.O. Box 505389, Chelsea, MA 02150
(617) 889-2281

Title/Occupation: Human Resources

Background: Puerto Rican

Party: Democrat

Diana Lam

Mayor Boston 1991

4002 Shady Oak, San Antonio, TX 78229

(210) 377-2902

Title/Occupation: Superintendent of Schools, San Antonio, Texas

Background: Peruvian

Party: Democrat

Carlos López

City Council Springfield 1981

State Representative Springfield 1982

11 Jefferson Avenue, Springfield, MA 01107

(413) 732-5066

Title/Occupation: Insurance Broker, Carlos López Insurance

Background: Colombian

Party: Republican

☆ **Diosdado López**

City Council Holyoke 1989

City Council Holyoke 1991 **ELECTED**

City Council Holyoke 1993 **ELECTED**

P.O. Box 6302, Holyoke, MA 01041

(413) 532-4496

Title/Occupation: Ward 2 Councilor

Background: Puerto Rican

Party: Independent

Modesto Maldonado

City Council Lawrence 1985

136 Spruce Street, Lawrence, MA 01841

(508) 686-0194

Title/Occupation: Assistant Superintendent of Education,
Greater Lawrence Technical School

Background: Dominican-American

Party: Democrat

☆ **Betty Medina Lichtenstein**

School Committee Holyoke 1985 **ELECTED**

School Committee Holyoke 1987 **ELECTED**

School Committee Holyoke 1989 **ELECTED**

School Committee Holyoke 1991 **ELECTED**

31 Vernon Street, Holyoke, MA 01040

(413) 532-9300

Title/Occupation: Director, Enlace de las Familias de Holyoke

Background: Puerto Rican

Party: Democrat

Nelson Merced

State Representative Boston 1988 **ELECTED**

State Representative Boston 1990 **ELECTED**

State Representative 1992

1091 Centre Street, Jamaica Plain, MA 02130

(617) 524-9885

Title/Occupation: Chief Executive Officer, IBA

Background: Puerto Rican

Party: Democrat

Richard Mundo

City Council Springfield 1983

Agawam Council on Aging

68 Meadowbrook Manor, Agawam, MA 01001

(413) 789-3838

Title/Occupation: Director, Agawam Council on Aging

Background: Puerto Rican

Party: Democrat

Daniel O'Neill

School Committee Lawrence 1991

City Council Lawrence 1993

P.O. Box 711, Lawrence, MA 01842

(508) 685-5371

Title/Occupation: Community Organizer, Lawrence Community Partnership

Background: Puerto Rican

Party: Republican

Manuel Ortega

County Sheriff - Bristol County 1992

177 Florence Street, New Bedford, MA 02740

(508) 992-3258

Title/Occupation: Police Officer

Background: Puerto Rican

Party: Democrat

Leticia Ortiz

School Committee Chelsea 1991

City Council Chelsea 1993 **ELECTED**

City Council Chelsea 1994

P.O. Box 505388, Chelsea, MA 02150

(617) 889-2281

Title/Occupation: Clinical Supervisor, DSS

Background: Puerto Rican

Party: Democrat

Carmen A. Pola

State Representative Boston 1980

63 Hillside Street, Roxbury, MA 02120

(617) 442-9357

Title/Occupation: Community Advocate

Background: Puerto Rican

Party: Democrat

Miguel Rivas, Jr.

City Council Springfield 1981

26 Demond Avenue, Springfield, MA 01107
(413) 731-8962

Title/Occupation: Consultant, Housing Development/Human Services

Background: Puerto Rican

Party: Democrat

Cruzita Rivera

State Representative Springfield 1992

109 Mooreland Street, Springfield, MA 01104
(413) 739-2484

Title/Occupation: Acting Director of the Latino Economic Development Center

Background: Puerto Rican

Party: Democrat

John Rivera

City Council Springfield 1989

State Representative Springfield 1994

154 Laconia Street, Springfield, MA 01129
(413) 787-8391

Background: Puerto Rican

Party: Democrat

Alex Rodriguez

State Representative Boston 1968

5702 Scoville Street, Alexandria, VA 22311
(202) 622-1280

Title/Occupation: Deputy Assistant Secretary for Administration,
Department of the Treasury

Background: Puerto Rican

Party: Democrat

Luis Rodríguez

School Committee New Bedford 1993

190 Ash Street, New Bedford, MA 02740

(508) 993-8416

Title/Occupation: Tailor

Background: Puerto Rican

Party: Independent

☆ **Carmen Rosa**

School Committee Springfield 1993 **ELECTED**

29 Hyde Avenue, Springfield, MA 01107

(413) 733-5417

Title/Occupation: Registered Nurse; Member of School Committee

Background: Puerto Rican

Party: Democrat

Ceferino Rosa

Alderman Chelsea 1976

Alderman Chelsea 1979

Alderman Chelsea 1989

City Council Chelsea 1994

P.O. Box 505500, Chelsea, MA 02150

(617) 887-0520

Title/Occupation: Transportation Officer, MBTA

Background: Puerto Rican

Party: Independent

☆ **Marta T. Rosa**

School Committee Chelsea 1989 **ELECTED**

School Committee Chelsea 1991 **ELECTED**

School Committee Chelsea 1993 **ELECTED**

City Council Chelsea 1994

157 Highland Street, Chelsea, MA 02150

(617) 884-3742

Title/Occupation: City Councilor

Executive Director, Child Care Resource Center, Inc.

Background: Puerto Rican

Party: Democrat

Cesar Ruiz, Jr.

City Council Springfield 1979

School Committee Springfield 1981 **ELECTED**

Gingiss Formalwear Center

Riverdale Shops, 935 Riverdale Street, West Springfield, MA 01089

(413) 739-0214

Title/Occupation: President, U.S. Caribbean Franchise, Inc.

Background: Puerto Rican

Party: Republican

☆ **José Santiago**

City Council Lawrence 1993 **ELECTED**

Lawrence City Council, 200 Common Street, Lawrence, MA 01840

(508) 794-5810

Title/Occupation: Police Officer

Background: Puerto Rican

Party: Democrat

Irving Taveras

City Council Lawrence 1991

P.O. Box 1343, Lawrence, MA 01841

(508) 688-4820

Title/Occupation: Brandeis University Student

Background: Dominican

Party: Democrat

Linda T. Torres

State Representative Springfield 1994

15 Hebron Street, Springfield, MA 01107

(413) 747-0239

Title/Occupation: Waitress

Background: Puerto Rican-Anglo

Party: Democrat

Claudio Troncoso

City Council Lawrence 1991

219 Walnut Street, Lawrence, MA 01841

(508) 681-8971

Title/Occupation: Firefighter

Party: Democrat

☆ **Juan R. Vega**

School Committee Chelsea 1989

Alderman Chelsea 1991

Alderman Chelsea 1993

ELECTED

City Council Chelsea 1994

ELECTED

155 Central Avenue, Chelsea, MA 02150

(617) 887-1747

Title/Occupation: Publisher, *El Faro*

Background: Puerto Rican

Party: Democrat

José Antonio Vincenty

City Council Boston 1993

110 McBride Street, Jamaica Plain, MA 02130

(617) 522-3557

Title/Occupation: Public Relations, MWRA

Background: Puerto Rican

Party: Democrat



List of Candidates by Gender

LATINA WOMEN

Carolyn P. Boumila-Vega
Nanette Cabral
Alba Castillo
Doris Pacheco-Cruz
Ruth Cruz
Sara Olivia García
Dorca I. Gómez
Diana Lam
Betty Medina Lichtenstein
Leticia Ortiz
Carmen A. Pola
Cruzita Rivera
Grace Romero
Carmen Rosa
Marta T. Rosa
Lillian Santiago García
Linda T. Torres

LATINO MEN

Manuel N. Alcantara
Edgar Alejandro
Felix D. Arroyo
Roy Alex Avellaneda
Ralph Carrero
Alberto Cruz
Juan Cruz
Marcos A. Devers
L. Edgar de Paz
Heriberto Flores
Roberto García
Juan A. Gómez
Jesse Guevara
Diosdado López
Carlos López
Modesto Maldonado
Felix Manarca
Nelson Merced
Richard Mundo
Daniel O'Neill
Manuel Ortega
Harry Ortiz
Miguel Rivas, Jr.
John Rivera
Alex Rodriguez
Luis Rodríguez
Ceferino Rosa
Cesar Ruiz
José Santiago
Irving Taveras
Claudio Troncoso
Carlos Vega
Juan R. Vega
José Antonio Vincenty

List of Candidates by City

AMHERST

Doris Pacheco-Cruz

BOSTON

Felix D. Arroyo

Diana Lam

Nelson Merced

Carmen A. Pola

Alex Rodriguez

José Antonio Vincenty

CAMBRIDGE

Roberto García

Sara Olivia Garcia

CHELSEA

Roy Alex Avellaneda

Carolyn P. Boumilla-Vega

Nanette Cabral

Jesse Guevara

Leticia Ortiz

Ceferino Rosa

Marta T. Rosa

Juan R. Vega

HOLYOKE

Alberto Cruz

Juan Cruz

Ruth Cruz

Heriberto Flores

Diosdado López

Betty Medina Lichtenstein

Felix Manarca

Harry Ortiz

Lillian Santiago García

Carlos Vega

LAWRENCE

Ralph Carrero

Marcos A. Devers

Modesto Maldonado

Daniel O'Neill

José Santiago

Irving Taveras

Claudio Troncoso

LYNN

Manuel N. Alcantara

NEW BEDFORD

Manuel Ortega

Luis Rodríguez

SPRINGFIELD

Edgar Alejandro

L. Edgar de Paz

Dorca I. Gómez

Carlos López

Richard Mundo

Miguel Rivas, Jr.

Cruzita Rivera

John Rivera

Carmen Rosa

Cesar Ruiz, Jr.

Linda T. Torres

WORCESTER

Juan A. Gómez

List of Candidates by Office

SCHOOL COMMITTEE

Felix D. Arroyo

Boston 1981

Boston 1983

☆ **Ralph Carrero**
Lawrence 1991 *Elected*

Doris Pacheco-Cruz

Amherst 1988 *Elected*

Amherst 1991 *Elected*

L. Edgar de Paz

Springfield 1991

Sara Olivia García

Cambridge 1985 *Elected*

Roberto García

Cambridge 1973

Juan A. Gómez

Worcester 1989

Jesse Guevara

Chelsea 1994

☆ **Betty Medina Lichtenstein**

Holyoke 1985 *Elected*

Holyoke 1987 *Elected*

Holyoke 1989 *Elected*

Holyoke 1991 *Elected*

Daniel O'Neill

Lawrence 1991

Leticia Ortiz

Chelsea 1990

Luis Rodríguez

New Bedford 1993

☆ **Carmen Rosa**
Springfield 1993 *Elected*

Marta T. Rosa

Chelsea 1989 *Elected*

Chelsea 1991 *Elected*

Chelsea 1993 *Elected*

Cesar Ruiz, Jr.

Springfield 1981 *Elected*

Juan R. Vega

Chelsea 1989

CITY COUNCIL

Manuel N. Alcantara

Lynn 1989

Lynn 1991

Edgar Alejandro

Springfield 1991

Roy Alex Avellaneda

Chelsea 1994

Carolyn P. Boumila-Vega

Chelsea 1993

Nanette Cabral
Chelsea 1994

Doris Pacheco-Cruz
Amherst 1993

Marcos A. Devers
Lawrence 1991
Lawrence 1993

Juan A. Gómez
Worcester 1993

☆ **Diosdado Lopez**
Holyoke 1989
Holyoke 1991 *Elected*
Holyoke 1993 *Elected*

Carlos López
Springfield 1981

Modesto Maldonado
Lawrence 1985

Richard Mundo
Springfield 1983

Daniel O'Neill
Lawrence 1993

Leticia Ortiz
Chelsea 1993 *Elected*
Chelsea 1994

Miguel Rivas, Jr.
Springfield 1981

John Rivera
Springfield 1989

Ceferino Rosa
Chelsea 1976
Chelsea 1979
Chelsea 1989
Chelsea 1994

☆ **Marta T. Rosa**
Chelsea 1994

Cesar Ruiz, Jr.
Springfield 1979

☆ **José Santiago**
Lawrence 1993 *Elected*

Irving Taveras
Lawrence 1991

Claudio Troncoso
Lawrence 1991

☆ **Juan R. Vega**
Chelsea 1991
Chelsea 1993 *Elected*
Chelsea 1994 *Elected*

José Antonio Vincenty
Boston 1993

MAYOR

Diana Lam
Boston 1991



SHERIFF

Manuel Ortega
Bristol County 1992

STATE REPRESENTATIVE

Dorca I. Gómez
Springfield 1992

Carlos López
Springfield 1982

Nelson Merced
Boston 1988 *Elected*
Boston 1990 *Elected*
Boston 1992

Carmen A. Pola
Boston 1980

Cruzita Rivera
Springfield 1992

John Rivera
Springfield 1994

Alex Rodriguez
Boston 1968

Linda T. Torres
Springfield 1994

Latino Elected Officials 1968-1994

(☆ = in office as of October 1995)³

NAME	CITY	OFFICE	YEAR(S) ELECTED
☆ Ralph Carrero	Lawrence	School Committee	1991
Doris Pacheco-Cruz	Amherst	School Committee	1988, 1991
Ruth Cruz	Holyoke	School Committee	1993
Sara García	Cambridge	School Committee	1985
☆ Diosdado López	Holyoke	City Council	1991, 1993
☆ Betty Medina Lichtenstein	Holyoke	School Committee	1984, 1986, 1988, 1990
Nelson Merced	Boston	State Representative	1988, 1990
Leticia Ortiz	Chelsea	City Council	1993
Grace Romero	Boston	School Committee	1983
☆ Carmen Rosa	Springfield	School Committee	1993
☆ Marta Rosa	Chelsea	School Committee	1989, 1991, 1993
		City Council	1994
Cesar Ruiz	Springfield	School Committee	1981
☆ José Santiago	Lawrence	City Council	1993
☆ Juan Vega	Chelsea	City Council	1993, 1994

Notes

1. These statistics were gathered from the study of the entire set of 58 candidates and may not match the number of candidates as listed in the *Directory of Latino Candidates in Massachusetts, 1968-1994*. The *Directory* lists the names of the 41 candidates we located as of October 1995 and who agreed to have their names included. We were not able to locate six individuals; three other individuals we did locate did not wish to be included. These individuals include a woman who ran for State Senate, a man who ran for U.S. House of Representatives, two men who ran for mayor, and several others who ran for City Council and School Committee from a variety of cities in Massachusetts. We respect their wish for privacy. In addition, as part of a subsequent research project we identified seven more candidates in June of 1996. Their names are included in the Addendum on page 24 of this volume.

2. These data are from the mailed survey questionnaire (n=31). 83% of Latino candidates indicated that over 40% of their campaign workers were women. While 41% of the survey respondents indicated that they had both a man and a woman as a campaign manager, it is not clear what portion of those were Latina women. However, for the 20 candidates for whom we have complete data, 35% indicated that at least one of their campaign managers was a Latina woman.

3. This list was compiled from public records.



Addendum

The following candidates also ran for elected office in Massachusetts:

Alberto Cruz
City Council Holyoke 1981

Juan Cruz
City Council Holyoke 1983
City Council Holyoke 1987

Heriberto Flores
City Council Holyoke 1973

Orlando Isaza
City Council Holyoke 1987

Felix Manarca
City Council Holyoke 1979

Harry Ortiz
City Council Holyoke 1991
City Council Holyoke 1993

Lillian Santiago García
School Committee Holyoke 1989

Carlos Vega
School Committee Holyoke 1971
School Committee Holyoke 1975
School Committee Holyoke 1989





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